

HAWAII TOURISM EUROPE REACHES OUT ACROSS THE UK

HTE has ensured maximum public awareness of Hawaii during the UK's traditional peak booking season by attending a number of key trade and consumer events across England and Ireland over the last month.

Seasons in Style Showcase, Newcastle

HTE attended the luxury tour operator's training event on 27 January in Newcastle, which was attended by 40 of their top selling travel agents. In addition to extensive product training, Hawaii



collateral was distributed to ensure that the agents had everything at their fingertips to help sell holidays to Hawaii.

Holiday World Show, Dublin, Ireland

HTE co-hosted a stand at the Holiday World Show in Dublin (27-30 January) with trade partner Worldwide Travel Consultants and Bermuda

Tourism. The show, attended by agents and consumers on the Thursday and Friday and just consumers over the weekend, proved a tremendous success, attracting a total of more than 54,000 visitors over the four-day period. The stand occupied a prime position within the USA village, thereby attracting a great number of visitors as they made their way through the show.

Destinations, London

Hawaii Tourism Europe teamed up with United Vacations to exhibit at this year's Destinations Show, which took place in London from 3-6 February and was supported by The Daily Telegraph, the UK's best selling newspaper.

The consumer show proved extremely successful for all involved, with more than 52,000 visitors over the four days.

To attract people to the stand and to incentivise people to book their holiday to Hawaii, joint-branded flyers were distributed which guaranteed a 10% discount off every booking made to Hawaii.

German wholesaler fam in cooperation with Korean Air

Hawaii Tourism Europe, in cooperation with Korean Air and Korea National Tourism Organization, invited eight German wholesalers and two journalists on a familiarisation trip to Hawaii, with a stopover in Seoul. The group visited Oahu and Kauai and had an exciting program with helicopter

flights, kayak tours, site inspections and island tours. Participants enjoyed experiencing the Aloha Islands and getting to know various hotel and excursion products. Combining Hawaii

with an Asian city was perceived as a very interesting and promising option by the wholesalers and travel writers, as Europeans usually enter Hawaii via the mainland. Many thanks to all supporters: Hawaii Prince Hotel Waikiki, Turtle Bay Resort and Sheraton Kauai for accommodating us, Heli USA, Twogood Kayaks and Canoes, Olé Tours Hawaii Inc., Outrigger Hotels and Resorts, Starwood Hotels & Resorts, Hawaiian Airlines, Kauai ATV, Aloha Beach Resort and Kauai Island Tours. Mahalo.



Olympic Performance in *Daily Telegraph*!

Last month HTE worked with surf specialists Pure Vacations and Oahu Visitors Bureau to teach double Olympic gold rowing champion, James



Cracknell, a new water sport - Hawaiian style! So great was his new-found passion for surfing, inspired under Love Hodel's expert tuition, that his 3-page report was featured as lead travel story in the *Daily Telegraph* (circulation 900,000) just 2 days before Valentine's Day!

Hawaii Promotion with Boards & More Windsurfing Brands

Hawaii Tourism Europe initiated a promotion with Boards & More, the head company of famous windsurfing brands Mistral, F2 and Northsails. All three brands will go to Maui for their catalogue shooting and will integrate a Hawaii travel story in the booklets. The overall circulation of the catalogues is 150,000, distributed mainly in Germany and other European countries. A Hawaii cross-promotion with Mistral, F2 and Northsails products is currently being discussed for summer season 2006.

Hawaii Arts and Aloha Shirt exhibition with Volkskundemuseum Erfurt

Volkskundemuseum Erfurt, an ethnological museum in Germany, is planning to set up a four-month exhibition on the culture, design and history of the Aloha Shirt and further artefacts of Hawaiian culture. If you have an especially beautiful or unique shirt that you would like to donate for auction and showcase at the event, please contact s.bisle@mangum.de. The launch event will take place during the town's "Long Night of Open Museum" evening on 20 May, with a dedicated Hawaii event set to highlight the activity.

News Ticker

Strong long-haul bookings for Airtours

Airtours, TUI's premium operator in Germany, is achieving strong growth for long-haul destinations and some Mediterranean countries. According to managing director Michael Tenzer, bookings for 2005 are showing a double-digit rise overall. North America and Mexico are showing very good increases along with Dubai and the Caribbean while Asia bookings have picked up again after a fall caused by the Indian Ocean tsunami. Tenzer added that Airtours aim to offer customers flexible choice of travel choices as well as more "pre-packaged tours" that could be tailored according to the customer's preferences.

Study tour specialists broaden product range

Germany's leading study tour operators are broadening their product range in response to changing customer profiles. Younger Germans are becoming more interested in culture-based holidays, while customers want more interaction with the local population than in the past. "The proportion of younger and first-time customers is rising above average," says Jens Hulvershorn, product manager for TUI subsidiary Gebeco. "Customers have changed," agrees Meier's Weltreisen director Matthias Rotter.

The largest study tour specialist, Studiosus, for example, has recently re-positioned its second brand. Marco Polo Reisen will now change from a premium brand that overlapped considerably with its parent to a lower-priced operator, whose range of tours to countries, destinations and regions and special events will target a younger and new type of customers. "Marco Polo offers value-for-money products that appeal more to new and first-time customers," comments owner Peter-Mario Kubsch. Competitor Gebeco, of which TUI owns 50.1%, already focuses on this price-sensitive market while sister brand Dr. Tigges covers the more traditional study tours segment. Meier's Weltreisen, predominantly a long-haul package holiday operator with a wide-ranging choice of tours, aims to broaden its study tours programme, says director Matthias Rotter.

HAWAII SET TO HIT THE HEADLINES THROUGHOUT 2005

The HTE PR team has had an exceptional start to the year as they promote a variety of non-traditional Hawaii story angles to the UK market. February alone has seen four individual press trips co-ordinated to the islands, covering a wide variety of holiday ideas that will ensure that the British public are fully enlightened on the enormous variety of options that await.

On the active side, adventure freelancer Matt Carroll will be reporting on the lesser known twin-centre combination of skiing in Whistler with learning to surf in Oahu for the Daily Mail (circ: 2,415,073), Metro (circ: 1,007,514) and Snow Magazine (50,000), while Pamela Petro's account on her volcano-watching tour on the Big Island will feature in the Daily Telegraph's new glossy quarterly supplement, Ultratravel (circ: 917,001), in May.

Following on from Hawaii's key involvement in the US Department of Commerce's "You've seen the film, now visit the set" campaign, travel and film correspondent William Hall will be exploring Kauai's movie credits for a variety of magazines, while Barry Coughlan will be reporting back on how Honolulu has developed since his first visit 20 years back for the Irish Examiner (circ: 250,000). With further trips planned for the months ahead, including a group press trip to Maui and the Big Island in April with Page & Moy, UK travellers are set to be truly inspired by the spirit of Aloha this year.

PR Opportunity

On March 28 the team of VOX Wolkenlos will arrive on Oahu. The crew will film on Oahu, Big Island, Maui and Kauai until April 17. Vox Wolkenlos is one of the most popular TV travel programmes, reaching up to 2 million viewers. If you are interested in showcasing your product please contact Meike Peplow, m.peplow@news-plus.net.

Great PR Results

A German News Agency journalist who participated in last October's Norwegian Cruise Line press trip continues to deliver one great feature after another. Indeed, this journalist's published articles have already reached a potential audience of 2 million readers, with a combined value of \$ 570.000 in terms of equivalent advertising costs. This combines with the fantastic pieces already produced by his fellow journalists to ensure that the 2004 fam trip has generated coverage spreading the spirit of Aloha to over 3 million readers.



Marketing & PR Calendar

Destinations Show, London (February 3-6)

Amerikasie Hawaii soiree in Lyon, France (March 2)

ITB Berlin (March 11-15)

Media reception at ITB Berlin (March 13)

US Tourism Campaign e-mail activity (March)

Hawaii Romance promotion in cooperation with flowers.de (March)

Ideal Home Show, London (March 3-28)

Launch of UK Travel Weekly Online Hawaii Training Programme (April)

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